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# USDA Inside USDA Information

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## IN THIS ISSUE

Veto of printing cost notice in Montana...several job openings...  
writings by current and former info. personalities...visits...  
and some early reports about the USDA regional info. report.  
These and other items you'll see "Inside..."

\* \* \*

## BLUE SKIES IN MONTANA

Sam Rosen, Montana State, called excitedly last week to announce  
that all is well. Earlier his Legislature was about to pass a  
law requiring cost figures and distribution methods to be printed  
on the covers of state publications.

The Governor vetoed the bill. It had been rewritten anyway to  
exclude materials produced by educational institutions.

Sam will send us details soon so that we may give you a more com-  
plete report. He says he appreciates the support he received  
from those of you who called or wrote.

\* \* \*

## REVIEW FEATURES COMM.

SEA's Extension Review devoted all its pages to communication in  
a recent issue. Pat Loudon, SEA, edits the magazine. It had an  
editorial by Art Higbee, Utah State and present honcho of ACE  
(Agricultural Communicators in Education).

Among articles were a rundown of the use of TV PSA's across the  
country by Betty Fleming, SEA-Ext; publicizing programs with logos,  
by Tanya Scott Harris, Univ. of Mo.; another article--on news--  
by Betty; a feedback report by George Brandsberg, Kans. State;  
Lyn Jarvis' story about Vermont's 28-year-old TV show; Barry Jones'  
article about providing Texas gardeners with information; and a  
treatise on consulting communicators by Don Nelson, SEA-Ext.  
Write Pat for extra copies.

\* \* \*

## COMM. TAXONOMY?

One time county agent, radio specialist, USDA info. officer, and  
now a dean of communication at Mich State, Larry Sarbaugh has  
published a book called "Intercultural Communication." Teachers  
of the subject especially will find it useful; practitioners will  
find some of the examples interesting.

Larry almost lost us in his development of communication taxon-  
omy...or a systematic framework for deciding differences between  
inter and intracultural communication and ways we communicate in  
those two situations. But his final chapter really is pure  
common sense.

If you want a copy...send \$6.95 to Hayden Book Co., Inc., 50  
Essex St., Rochelle Park, N.J. 07662.

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#### TEST YOUR INSIGHT

Claude Gifford, GPA, says a good editor needs to know the likes and dislikes of the audience...what people want to know more about.

So he offers a test (below) of your editorial skill and judgment.

The Consumer Information Center (CIC) has just run a sample of public demand for its free publications. Included below are 10 of the pubs. Without checking...or calling CIC...or looking at previous samples...or otherwise cheating...rate these from 1 to 10, with 1 being your selection of the pub with the greatest demand.

We'll print the correct order next week. If you rate all 10 correctly, let us know, and we'll give you a Presidential certificate. (We haven't figured out yet how Giff is going to get that.)

If you pick the top and bottom five, let us know and we'll print your name.

Now get out your pencil and go to work....

____ Occupations in Demand	____ Growing Your Own Vegetables
____ Cancer: What to Know...	____ Tranquilizers
____ Smoke Detectors	____ Gasoline: More Miles/Gallon
____ Can I Get Free or Cheap Land	____ Soft Contact Lenses
____ Hair Dyes	____ Parenting Guide

\* \* \*

#### PENN STATE PUBLISHES

Neil Dowlin, Penn State, recently sent us a copy of Impacts/Food Science which tells about work on food at his Exp. Station.

The job is slick, short and packed with research results and problems. You may find it worthwhile so write Glen Goss or Neil for a copy...try 401 Ag Admin. Bldg., University Park, Pa. 16802.

Design came from James McClure. Stan Crilly did the photographs. Neil and a couple of "practicum" students did the writing and editing. The job is the third in a series on Station activities.

\* \* \*

#### BACK TO RADIO DOCUMENTARIES

Jim Anderson, Animal and Plant Health Inspection Service (APHIS), recently prepared a radio news documentary called "Can Animals be Protected Against Diseases in the Long Run."

The feature was 13-1/2 minutes long...a bit unusual these days. Initial release was through GPA's "Agriculture USA" feature mailing list--474 stations, nationwide. Then Jim contacted station and regional radio networks, edited the story to lengths requested by the various networks and got the story to more than 400 more stations. Latest, and biggest, addition to the growing list of users is the Voice of America, who will broadcast the story world-wide soon.

\* \* \*

FERRINGER HAS #2

Late word from Indiana via Horace (Ace) Tyler is that Ed Ferringer suffered his second heart attack Friday, April 27. Ed probably will be in intensive care for another week, then will recuperate at home...620 Perry Lane, West Lafayette, Ind. 47906.

\* \* \*

THREE DOWN, NONE  
TO GO

More word on the sick front has it that Nelson Robinson, ASCS, was undergoing an operation when doctors discovered that he had a ruptured appendix...the original operation now is postponed for 3-4 months; Jim Johnson, GPA, now is minus an appendix and is back to work; Ovid Bay, SEA-Ext, is in the hospital after an operation.

\* \* \*

ON WISCONSIN...

University Extension information officer Jim Gooch of Wisconsin toolled around the Department last week. He was enroute to Philadelphia where the Wis. Energy Extension Service was to pick up an award for using ongoing resources and services of state agencies (including Cooperative Extension Service) in energy education.

Jim's office has been instrumental in getting media to use features and other press material on energy conservation.

\* \* \*

TO INDIA ANYONE?

Job opportunities abound this week. First has to do with an opening for a research editor at the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) in Hyderabad, India.

The job will be open June 21 when Glenn Bengtson, Penn State, returns home after 3 years in India.

Candidates must have "appropriate degrees" and at least 5 years editing experience with an ag experiment station or similar research agency active in the biological sciences. Salary "commensurate" with experience; excellent benefits, like annual leave home.

Candidates should send resumes to Herbert L. Thompson, Head Info. Services, ICRISAT, 1-11-256 Begumpet, Hyderabad 500 016 India.

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THEN THERE'S NEW  
ORLEANS

If you want to call New Orleans your permanent home, apply for the job of Chief, Info. Mgmt. Branch, Southern Forest Experiment Station, Forest Service.

The job will be a GS-13 and requires 6 years experience (1 year at GS-12 level). Although the job announcement says applicants must have "competitive" status, you can still apply by calling Del Jaquish or Bob Lake, FS, at (202) 447-3760.

Applicants with competitive status already may apply by May 7 to Room 913, P.O. Box 2417, Wash., D.C. 20013.

\* \* \*

OR CHICAGO BY THE  
SHORE

Martha Cashion, FNS, Chicago, has a public info. specialist vacancy...GS-11 or 12 for her midwest office of the Food and Nutrition Service. She prefers someone with experience both inside and outside government...6 years required, but 3 years education can be substituted for some of that experience. Call Martha about the position (312) 353-1044.

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WHAT'S THAT AGAIN?

Clay Napier, GPA, is looking for the owner of a book he's noticed lying around for about 3 weeks. He figures the owner might remember where he left it, but in case not Clay wants the owner to know that "Inside..." offices have it now.

The book has 148 pages...page 29 was folded down and Clay left it that way so the owner wouldn't forget where he left off.

Clay says he would have asked us to announce the whereabouts of the book 2 weeks ago, but he forgot.

Right.... Book title is: "How to Improve Your Memory."

\* \* \*

IT'S BONDED...SO IT  
MUST BE TRUE

Al Bond, retiree, hasn't forgotten. He writes that 40 years ago USDA's Office of Information (now GPA) had a field force.

There were seven offices. Al was quartered in San Francisco. His office had two tasks: to coordinate the info. activities of the agencies and be "eyes and ears of the Secretary."

"That assignment," Al writes, "led to our downfall. Someone reported to the Secretary things some of his D.C. staff had kept from him. They had connections on the Hill. The upshot was Congress passed a law forbidding the Dept. to have field info. officers. We figured we were the only such ever to be outlawed by Congress."

We always knew Al was an outlaw...now we have it by his own admission. (Yep, Al, that law is off the books.)

\* \* \*

TASK FORCE IDEAS  
DISCUSSED

Discussed early this week were recommendations from the task force on USDA regional offices. It opts for transferring the present AMS administered multi-agency regional info. offices to GPA with invited participation by other agencies.

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NATIONAL AGRICULTURAL LIBRARY  
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That calls for an agreement between GPA and each of the agencies in the AMS group (AMS, APHIS, FGIS, FSQS, and OT). Result would be a level of service from GPA regional info. offices equal to the number of personnel ceilings and financial support transferred to GPA from the agencies.

The agreement would be renewed annually, reflecting agency info. needs and allowing other agencies to "buy in" or provide at least one or partial ceiling in each of the offices.

We'll see if we can get copies of the task force report to all of you who write for it.

And, we'll report further developments as time marches on. One already is that Congressional markups on appropriations are due any day. So far the regional idea is still hanging on.

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